



## **City of Alameda Earth Day Festival**

### **Invitation to Participate as an Exhibitor or Vendor**

You are invited to participate in the 2015 City of Alameda Earth Day Festival on Saturday, April 25, 2015 from 10 a.m. to 3 p.m. in Washington Park. Last year's event was a big success for participants and attendees and we expect this year's event to be just as successful. Please consider joining us as an exhibitor or vendor.

Our **16<sup>th</sup> Annual City of Alameda Earth Day Festival** is expected to include more than 30 exhibitor/vendor booths situated amongst the trees of Washington Park located at 740 Central Avenue. Live entertainment, jumpers for the younger attendees, and a host of activities will be taking place during the Festival. The goals of the City's Earth Day Festival are to:

- Educate the community on the importance of earth-friendly lifestyles;
- Inform the residents of current and future zero waste, clean water, energy, and sustainability issues;
- Increase community awareness of existing earth-friendly programs, services, products, and/or organizations;
- Provide hands on learning opportunities; and
- Bring the entire community together for a fun and meaningful celebration.

### **Exhibitors/Vendors**

The main attraction of the event is always the exhibitor/vendor booths placed, in the round, in the center of Washington Park. We are pursuing booths focused on "green" businesses; non-profit and sustainability exhibits; and, others that fit well with the Earth Day theme – *Discover Your Power*.

As part of our environmental effort and sustainability goals, all vendors will be required to be mindful of the City's zero waste goals; and, will be required to take any waste they generate back with them. Additionally, the City of Alameda's Municipal Code prohibits the use of Styrofoam® food service ware. Food vendors are not allowed to serve or provide Styrofoam® packaging at the event. We are obligated to adhere to the City's green goals. As a result, priority registration will be given to exhibitors/vendors whose products, services and/or mission relevant to the event goals.

We've made it easy and reasonable to participate as an exhibitor/vendor at the Festival. Each 10' by 10' exhibit space includes a cloth table cover, 1 table; and, 2 chairs. The cost to participate is \$125.00 for private exhibitors, \$125 for food vendors and \$50 for non-profit exhibitors. Spaces are easily reserved by returning the attached registration form. The event is a great opportunity for you to reach a wide audience that is ready to incorporate earth-friendly practices into their homes and businesses.

Participating in this annual event is a highly effective way for your business or organization to establish relationships with those interested and motivated to learn about earth-friendly products and practices. Participants will be identified on select promotional materials related to the event, such as: e-mail blasts, newspaper ads, and select websites. An application is included; and, applications will be accepted on a first-come, first-served basis.

This is a low cost, community event run by a well-organized and strongly committed staffs from: City of Alameda Public Works Department, Recreation & Parks Department, and Alameda Municipal Power; Alameda County Industries, Inc, the City's franchise hauler; and, East Bay Regional Parks District. This event is a great way for you to establish a positive and meaningful connection with the City of Alameda community.

Please join us for this fun and rewarding event by completing and returning the attached booth application. Feel free to contact us with any additional questions or special requests.

We look forward to hearing back from you soon!

Sincerely,

City of Alameda Earth Day Festival Committee Co-Chairs

Dennis McDaniels  
(510) 747-7586  
Recreation Services Specialist

Maria F. Di Meglio  
(510) 747-7930  
Program Specialist II

Enclosures

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City of Alameda  
Public Works Department

Alameda Point, Building 1  
950 West Mall Square, Room 110  
Alameda, CA 94501  
[pw@ci.alameda.ca.us](mailto:pw@ci.alameda.ca.us)